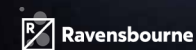


Gary Alake Riley

Art Direction | Design management | Integrated Design

CV 2022

- 01 Print**
- 02 Digital**
- 03 Video**
- 04 Presentation**
- 05 Art Direction**



Gary Alake Riley

Art Direction | Design management | Integrated Design

CV 2022

gary@luvvadesignmedia.com

07535623250

<https://www.linkedin.com/in/garyalakeriley/>

Design History 1/2

Nov 2020 – present

Company: Luvva Design Media

Role: Self employed/Art Director and Senior Integrated Designer

Duties: Art Direction for Film/TV graphics and promotions. Steering animation and VFX teams' on-screen delivery. Liaising with producers, directors and VFX studios. And general business management.

March 2019 – Nov 2020

Company: Kantar (WPP)

Role: Senior Designer

Duties: Art Direction, video editing and conceptual design for Kantar's predominantly digital coms; brand/product campaigns, events and brand guidelines creation. Liaising with stakeholders, finance and digital technician across the business. Design lead and management of junior, freelance and overseas designers.

Jan 2012 – 2019 (intermittently between full-time roles)

Company: Tabloid Tomato (founder)

Role: Self employed Art Director and Senior Integrated Designer

Duties: Integrated design (print, digital, branding, presentation) for global brands and agencies.

Feb 2017 – Sept 2017

Company: Oliver Agency

Role: Art Director/Pernod Ricard Design Lead/Virgin Media

Duties: Art direction for social, digital, print and DM campaigns for both brands. Covering photo shoots, animation, conceptual design, project planning and budgeting. Design lead and management of Pernod Ricard's in-house design team.

Sept 2015 – Dec 2017

Company: Ravensbourne University

Role: BA Fashion Promotions Senior Lecturer

Duties: Course planning, budgeting and delivery. Lecturing in branding, consumer touch points. Art Direction for photography and fashion publishing. Student assessments on course work and guidance into the industry.

Sept 2013 – Sept 2015

Company: Edelman

Role: Senior Integrated Designer

Duties: Lead design on Shell internal coms.

Edelman pitch presentations, branding and design for Print and Digital media.

April 2008 – Sept 2014

Company: Various brands and agencies; Ogilvy One Worldwide, McCann London, Lego, Sky, London Transport Museum, The Marketing Store, OMD, TM Lewin, The Independent Newspaper, The Mind Gym, Mitie.

Role: Freelance Integrated Designer

Duties: Integrated design (print, digital, branding, presentation).



KANTAR



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nickelodeon



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Design History 2/2

April 2007 – March 2008

Company: Wellcome Trust/Collection

Role: Senior Graphic Designer

Duties: Magazine and brochures design, exhibition and display, photo shoots, online and digital promotions (consumer facing and B2B).

April 2002 – Oct 2006

Company: BBC Worldwide

Role: Graphic Designer

Duties: Design and identities for the B2B coms, marketing and promotion of BBC IP brands, shows and products - across printed, large format and digital media; BBC Showcase, industry events and advertising. As well design for consumer facing POS and retail.

March 1999 – Sept 1999

Company: Flextech Television

Role: Graphic Designer

Duties: Sole in-house designer for the pitching and promotion of SceneOne, Flextech's innovative pilot interactive channel; very much a forerunner to much of the omni-channel promotions we have today.

Oct 1997 – April 1999

Company: Nickelodeon UK

Role: Graphic Designer

Graphic design for the channel's on and off air kids centred shows, activities and events.

Other Design activity:

July 2012 – present

Project: LondonBaby

Role: Founder

Details: An arts and apparel collaborative brand across social media, gallery spaces and retail inspired by the UK capital's culture and creativity

Nov 2020/July 2021

Company: Met Film School

Role: Part time Lecturer

Details: Introduction to Photoshop classes for BA Film Producer students.

Present

Project: City Limits

Role: Author

Details: Screenplay and pilot for a Live Action animation series.



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01 Print

EXPERIENCE/SKILLS:

Catalogues

Annual Reports

Magazines

Brochures

Press ads

POS

Exhibition/event display

Way finding

Light boxes

Vehicle livery

Business stationery

Creative artworking

PRODUCED IN:

InDesign

Illustrator

Photoshop

BBC Square Eyes Magazine



Virgin Media DM Brochure



Edelman Shell Pitch presentation bro-



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02 Digital

EXPERIENCE/SKILLS:

Social posts/banners

Animated gifs

Campaign identities

Front end web design

Photoshoots

PRODUCED IN:

Photoshop

After Effects

Chivas Regal whisky animated social campaign campaigns



Chivas Ultis whisky animated social media campaigns



Kantar Media Reactions identity



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03 Video

EXPERIENCE/SKILLS:

Video Editing

Story Boarding

Art Direction

Creative concepts

Illustration

Animation

PRODUCED IN:

After Effects

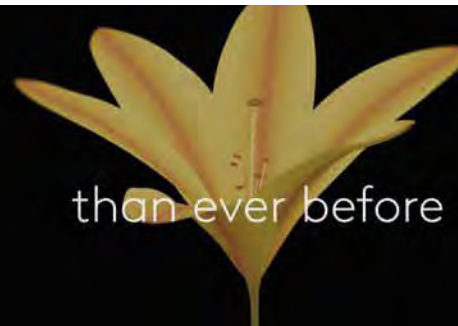
Adobe Premiere

Photoshop

Kantar Media Reactions

Kantar Marketplace - Agile Innovation

Kantar Marketplace - Agile Innovation



than ever before



to resolve people's
needs and tensions

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04 Presentation

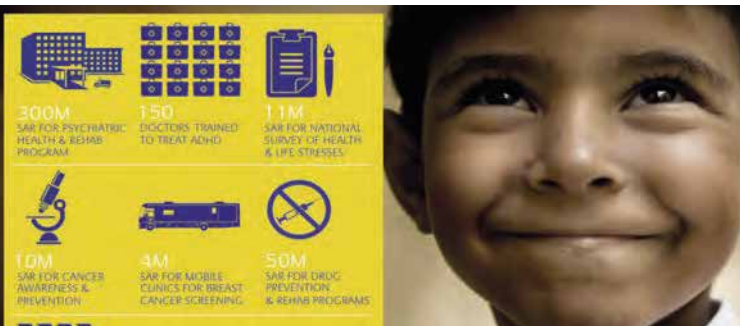
EXPERIENCE/SKILLS:
Animated presentations
Interactive PDFs
Infographics
Vector Illustration
Slide master creation
Printed support material

PRODUCED IN:
PowerPoint/Keynote
Adobe

TMS Case studies



McCann London Sabc report



OMD FIFA World cup 2014 pitch



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05 Art Direction

EXPERIENCE/SKILLS:

Conceptual design
Campaign creation
Film/TV/animation -
graphics
Experiential and events
Branding & logo design
Brand Guidelines creation
Visuals/Scamps
Mood boarding
Copy writing
Picture editing
Artwork proofing
Photoshoots

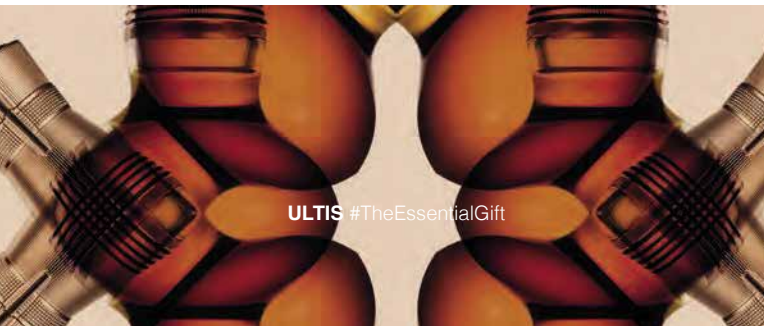
PRODUCED IN:

InDesign
Illustrator
Photoshop
Hand draw visuals/scamps

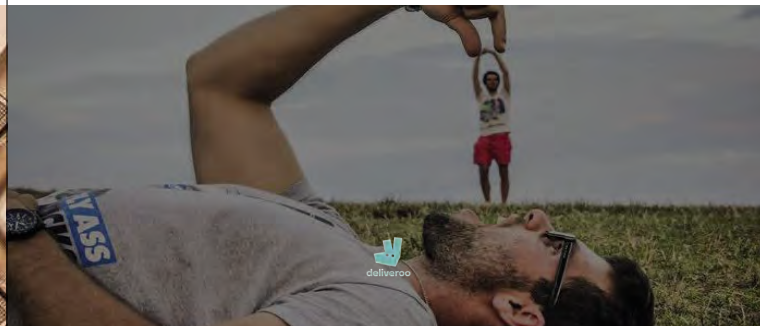
MANAGEMENT:

Stake holder/client liaison
Project planning/budgeting
Briefing/Design direction
Pitching
Multiple work flows
Managing design teams
Mentoring/teaching

Chivas Ultis whisky social media campaign



Deliveroo social media campaign



Kantar Mobility Futures



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Design qualifications

2002 - MA in Enterprise Management for the Creative Arts
- LCC/The London institute
1990 - HND in Graphic Design/Newham College
1988 - A Level in Art & Design/Newham College

Professional studies

2022 - Scriptwriting for Film & TV
National Film and Television School
Short course

Mentions/Write ups

2022 - McEnroe (Movie)
Animation Department

2021 - Stormskater (Short)
Title and promotion

2007 - City Limits animated series pitch
Mipcom Cannes (attendee)

1995 - Graphic Agitation
(Social and Political Graphics Since The Sixties)
By Liz Mc Quiston

Portfolio

Luvva Design Media Ltd

<https://www.luvvadesignmedia.com/>

https://www.instagram.com/londonbaby_label/

References

Samantha Allen

Insights Design Manager/Head of Intranet

Kantar

samantha.allen@kantar.com

Marc Knapton

Director

The Brewery VFX

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marc@brewery-vfx.com

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Creative arts education and business development

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